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Thomas F. Clark Co.
205-217 E 42 St.
New York 17, N.Y.
January 25, 1951

Mr. David W. Borst
I.B.S.
706 Sanders Ave.
Schenectady, N.Y.

Dear Mr. Borst:

As I promised here is a brief outline of our Company's history and a biographical sketch of the writer's background in advertising.

The Thomas F. Clark Company was founded in 1922 by Thomas F. Clark, Sr. Mr. Clark was a former newspaper editor, publicist, and advertising agency executive during his career. He achieved considerable success in building the business and through the years we have billed and collected for millions of dollars of national representation. I mentioned this as an indication of our financial responsibility. In this regard I might also refer you to the Chase National Bank, Grand Central Branch, New York City.

The writer started with the Thomas F. Clark Comapny in 1926 and for a period of 17 years remained with the company. In April of 1943 I joined the Chicago network sales staff of the American Broadcasting Co., then known as the Blue Network. During a period of slightly more than 5 years with ABC I handled a number of their larger accounts such as the Ford Sunday Evening Hour, Swift & Company which sponsored "The Breakfast Club" and Kellogg & Company which sponsored the late Tom Brennemann's "Breakfast in Hollywood". In addition I had such other accounts as Schutter Candy Company, Dr. Pepper, Derby Foods, etc.

In July of 1948 I resigned from ABC to join POPULAR SCIENCE MONTHLY's staff as Western Advertising Manager. I remained there until the spring of 1950. My father's health was in rapid decline at that time and I rejoined the Thomas F. Clark Company as President, anxious to take direction of my own Company.

The radio end of our business was established early in 1946 and at the present we represent approximately 20 stations. We have in mind plans for expansion and operation on a larger scale.

Offices are maintained not only in New York but also in Chicago with Mr. Paul Elsberry in charge, and in Detroit with Mr. Paul Pequinor in charge, both experienced advertising men.

Having sold network radio I know what is required in selling the Intercollegiate Broadcasting Sysytem. Selling a package of this type demands that the story be properly told to the advertiser directly--not alone to the time buyer and agency executive.

With best wishes,

Yours very sincerely,
Thomas F. Clark, Jr.

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